



FAÇADE IMPROVEMENT PROGRAM

Southtown Façade Improvement Program

OVERVIEW

A vibrant façade improvement program is one of the many tools neighborhoods in Grand Rapids and across the country have used to stimulate and expand the economic vitality of local business districts.

The financial assistance program described below is intended to reimburse eligible business owners for façade upgrades or alterations to building exteriors.

PROGRAM OBJECTIVE

Enhances the facades of commercial buildings in the Southtown CIA; furthering the stated vision and mission and the community goals established in the Business Area Specific Plan.

VISION

Make Southtown a destination within Grand Rapids that is celebrated for its vibrant diversity, culture, history and charm.

MISSION

Promote Southtown's unique identity to draw a diverse customer base, help businesses thrive and create gathering places for residents and visitors.

OVERVIEW

FUNDING

Approved projects are eligible for reimbursement of up to 100 percent of project costs for (2) eligible project elements (i.e. upgrades or alterations to building exteriors) up to \$10,000 per project. Funding is provided on a competitive basis. In addition, up to \$5,000 available per project for professional architectural planning.

EVALUATION

Any building located in the Southtown Corridor Improvement Authority (CIA) boundary is eligible for the Southtown CIA Business Façade Improvement Program. Submitted applications will be evaluated to determine their ability to advance the goals of the Tax Increment Financing (TIF) and Development Plan, with a specific focus on commercial buildings. The Southtown CIA will fund project elements and enhancements in addition to what is required by the City of Grand Rapids, and which are deemed to be privately owned.

Applications will be reviewed by the Façade Committee appointed by the Southtown CIA board. The Façade Committee will recommend projects to the board for approval. On an annual basis, the Southtown CIA Board will review the Program Guidelines to determine if changes are required to meet the ever-evolving needs of Southtown.

OVERVIEW

REQUIREMENTS

- Property must be located within the Southtown CIA boundary (see page 7)
- Property must contain an active commercial business or be undergoing renovations for the opening of a business within six months
- Applicants must be current on City of Grand Rapids taxes and must not owe other City fees prior to filing an application

ELIGIBILITY

- The installation of a new façade
- Major enhancement to an existing façade
- Business owners leasing space can apply with written permission from the property owner;
- Property should not be targeted for redevelopment.

General maintenance and upkeep of existing exterior is NOT included in this program.

OVERVIEW

PROGRAM PROCESS

- Submit application with required attachments
- CIA Façade Improvement Committee reviews application to confirm project eligibility and make recommendations to the board
- Agreement executed following CIA Board approval
- Project completed
- Itemized Receipts and proof of payment provided by applicant to Corridor Manager
- Façade Improvement committee presents update to CIA Board at regular monthly meeting
- Reimbursement issued

OVERVIEW

PROGRAM PROCESS (CONT'D)

Applications will be reviewed monthly by the Façade Improvement Committee.

Funding is provided on a competitive, first come, first served basis based on the CIA fiscal year and program budget.

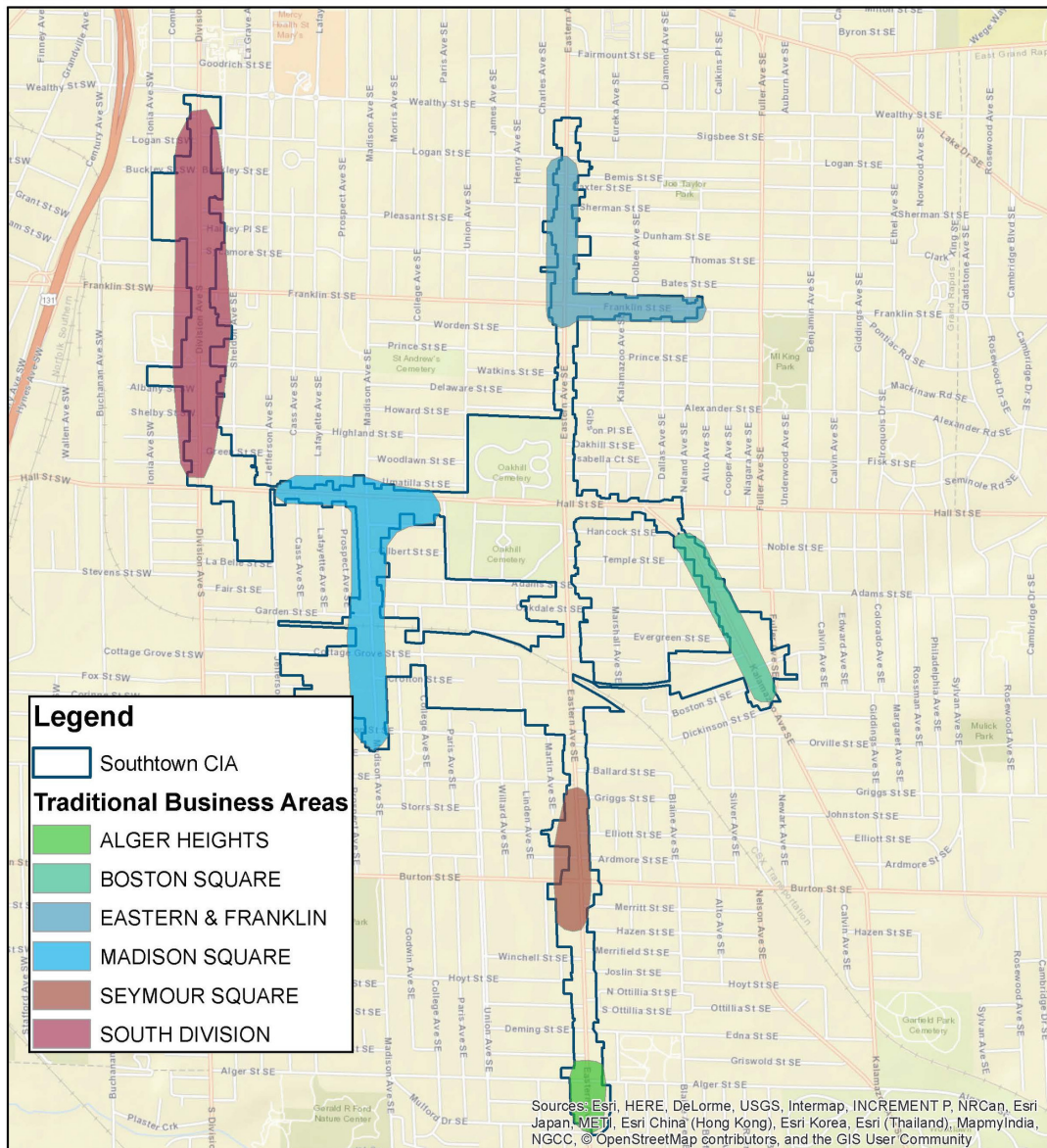
Approved projects are eligible for reimbursement of up to 100 percent of project costs for eligible project elements (i.e. upgrades or alterations to building exteriors) up to \$10,000 for up to two projects per applicant. Those who applied after June 30, 2021 are also eligible to have their facade application reviewed under these guidelines and match for up to two projects. Applicants may only apply for two projects with these parameters per fiscal year (July 1-June 30).

Questions can be directed to Kelsey Liebenow, Corridor Manager for the Southtown Corridor Improvement Authority at southtowncid@gmail.com

Southtown Façade Improvement Program

MAP

Southtown Corridor Improvement Authority (CIA)



0 0.225 0.45 0.9 Miles

Map Created by:
City of Grand Rapids
Engineering Department